





# LETCHBRIDGE

ALLISON'S STUDIO

ARTISTIC PORTRAITURE

Mr. Allison, who directs this studio located in the Balmoral Studio in Lethbridge, is an authority on photographing and art portraiture for the city. He enjoys patronage from surrounding territory. Specimens of his work may be seen at his studio.

In a review of this character it is eminently fitting that we devote some space to a frank testimony of the service rendered by Mr. Allison in the successful practice of an artistic profession.

The art of photography, which was introduced by Daguerre nearly a century ago, has, within that period, developed from a mere hobby to an art of great merit and the photographer of today must be a person of educated ideas and thorough training to compete with those who are finished professionals. Mr. Allison has made a study of the art and has never permitted an opportunity to pass before he might improve his work.

There is in his studio, the latest machines devised for the production of pictures, another feature of his studio which cannot be depended upon at random.

Being among the foremost photographers of Lethbridge, he is patronized by talented and prominent people, and his services are always in demand.

The public appreciates this opportunity to patronize the work of Mr. Allison and to compliment him through the press.

HICK HARDWARE CO. LTD.

GENERAL HARDWARE AND PLUMBING, HEATING AND HEATING ENGINEERS

Located at 613 Third Ave. S. in Lethbridge, deal in a general line of hardware and are expert heating and plumbing engineers, firm which have kept abreast of the times. They are prepared to equip homes or other buildings with heating and plumbing systems that are of the highest quality and reasonable price.

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Metropolitan Hardware and Plumbing, one of the oldest dealers of this section of the province by this section of the city, has been in business since 1890.

No matter what your needs may be in hardware, heating or plumbing line a consultation with them will solve it to your satisfaction.

Efficient and dexterous by reason of the knowledge that comes from having been in business so long, technical problems of the business and some of the practicalities in the trade are solved by the firm.

All the better features of their hardware and plumbing are conducted with the best and most prompt and thorough care.

The manufacturers of Bradstitch, one of the oldest firms in the business, are among the principal contractors in the commercial field of Lethbridge and we wish to assure our many friends interested in the most modern equipment that our firm's services will well to have in mind.

This firm is managed by Mr. F. E. Jones, a resident of Lethbridge.

**LETCHBRIDGE POSTING CO., LTD. AND CITY SIGN WORKS LTD.**

OUTDOOR ADVERTISING AND SIGN MAKERS

Prominent and efficient firm with offices located at 51 St. near the Stewart Hotel in Lethbridge, are a progressive firm which holds the cooperation and confidence of the public in the development of Lethbridge and vicinity through the outdoor advertising.

All the better features of their hardware and plumbing and heating are held by them and handled by them with the best and most prompt and thorough care. Honest and straightforward in their business policies, they are among the principal contractors in the commercial field of Lethbridge and we wish to assure our many friends interested in the most modern equipment that our firm's services will well to have in mind.

This firm is managed by Mr. Robert Borrowman.

The Letchbridge Post Co. Ltd. is prepared to execute a high-class outdoor advertising and sign making service. The greater cause is expected to make their bulletin and poster service a success. They are well equipped to handle all types of outdoor advertising and signs—billboards, signs, posters, etc.—and can be used for car or truck signs. Eddie Chaplin heads this firm.

**CITY VULCANIZING SHOP**

red river balloon, Inc. is a highly equipped and maintained tire repair establishment, a retail dealer in high grade tires; carrying a full line of car, truck and bus tires.

They publish with pride the special attention of our readers to the Letchbridge Post Co. Ltd., and to the many car and truck drivers who have become interested in the features of latter-day busi-

ness and social life so as the well equipped valuating establishment become one of the essentials of progressive Canadian communities.

This firm is equipped with every kind of sign or poster power on cardboard, cloth, glass, paper, metal or wood.

Trade work is being done under direct supervision of the firm.

For years of hard, practical experience in the valuating and tire business, the firm has a large accumulation of dollars which would go elsewhere if this firm were unable to render such essential service.

Through the efforts of the Letchbridge Post Co. Ltd., the firm has promoted the progress and expansion of individuals, corporations and the community. We guarantee that the firm has been responsible for the growth of the large business and has increased the value and prosperity of Letchbridge. We predict in this review that the future will see even greater strides in the promotion of the public.

The firm also deals in new tires. They are distributors of the best quality tires for car or truck are available.

Also, a large stock of used tires are available, which are to be sold at a low price.

These tires are to be sold at a low price.

Tires for valuating and general repairs may be sent in by parcel post.

They are to be repaired in the event a tire cannot be put in suitable condition when sent in.

The firm is to be advised of the satisfaction, etc., the firm will be required to effect a refund at quoted prices.

In other words, their

service is intended to be of an expert and complete type catering to the practical demands of the day. Patrons are made to feel that their patronage is appreciated and desired.

**LETHBRIDGE BATTERY MAINTENANCE**

**MEN'S, WOMEN'S AND CHILDREN'S FINISH SHOES**

Located at 316 Seventh St. S. in Lethbridge, are official representatives for the famous Prestwich shoes, which are completely equipped service station prepared to re-service or replace any article of leather.

For men, women and children.

(Continued from page three)  
health. Diabetes can affect anyone, regardless of age or sex, and has been found on an entirely different basis than any other health system. It has advanced to the point where today, it is the foremost non-therapeutic method in existence.

He has been with the firm for ten years and has received technical training which he has equipped his office with several of the more recent medical instruments and apparatus necessary to cope with the progressive movement of the day in the medical field.

His practice has increased rapidly and patients from all parts of the Province come to him for advice and to consult him. The work he is doing in the relief of the suffering is placing him in a position of high name among the prominent men of the immediate community.

We are sure that you will be gratified to learn that Dr. Clancy upon the completion success he is making in his up-to-date methods of service to the profession world and assure our readers that at his office they will receive the best medical treatment under the direction of the Messrs. James H. and H. C. Webster.

Both are well known and have maintained by years of experience has built them up to a position of high name among the prominent men of the immediate community.

We are sure that you will be

them. They accept used furniture in exchange for new and make liberal allowances. Their broad purchasing policy has made it possible for them to furnish their homes or furnish their homes without excessive expense. Mr. Hawley's experience in the furniture business and has earned the support of the public.

They employ a large staff of people and are one of the most important factors in the business. They serve the public from morning until night in a most effective manner. We are sure that you will be gratified to learn that their organization is one of our creditable position retail dealers.

**WESTBROOK BROS., BARBERSHOP & BEAUTY SALON**  
110 Sixth St. S., in Lethbridge, is one of the best equipped barbershops and well managed hair salons in Western Canada. They are the result of the skill and knowledge of the Westbrook brothers, who have maintained by years of experience has built them up to a position of high name among the prominent men of the immediate community.

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**GENERAL INSURANCE & REAL ESTATE**  
110 Sixth St. S., in Lethbridge, is one of the most important insurance and real estate agencies in the City, offering not only large and strong companies but a number of local and metropolitan. Mr. N. B. Peat heads this firm.

Since the date of its organization the firm has maintained a complete record of all its business and is well equipped to handle all types of insurance and real estate business. The firm is well equipped to handle all types of insurance and real estate business. The firm is well equipped to handle all types of insurance and real estate business.

**N. B. PEAT & CO.**  
GENERAL INSURANCE & REAL ESTATE

**WITCO DIVISION HEADQUARTERS**  
515 1/2 3rd Street, Lethbridge, is one of the most important divisions of Witco in the City, offering not only large and strong companies but a number of local and metropolitan. Mr. N. B. Peat heads this firm.

**GENERAL INSURANCE & REAL ESTATE**  
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**G. F. TULL & ARDERN LTD.**  
STOCKS—BONDS—GRAIN

With local office located in Lethbridge, in the Bull Block, and head office at Calgary, feature reliable and dependable market securities and a well equipped immediate resale or market outlet.

Complete investment service is essential to the growth of every community and therefore we wish to direct our attention to the public in Lethbridge in particular, who are interested in future purchases, sales, purchases and other administrative services in connection with their organized business.

We are sure that you will be gratified to learn that their organization is one of the most important in the City, offering not only large and strong companies but a number of local and metropolitan. Mr. N. B. Peat heads this firm.

**Mr. Dowsley** the public has at its command a man who has studied the business of Alberta and has been closely identified with the growth and expansion of Lethbridge.

Mr. Dowsley, a native of Alberta, has been engaged in the real estate business in Lethbridge for several years and has a wide knowledge of the market and is well acquainted with the various soils in this section.

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The management of Clarke's is in the hands of Mr. H. G. Clarke, who is a well known and respected member of the community. The general executive office to further his knowledge and to help him better serve the public. We take pleasure in communicating to you through press the services which they offer and urge our readers to visit them when in Lethbridge.

**BECKER LUMBER CO. LTD.**  
LUMBER AND BUILDERS SUPPLIES

This firm is located in Lethbridge and also has seven yards in the Lethbridge Northern Division, the direction of Mr. H. N. Becker, and conduct an extensive lumber and builders' supplies business, which aims to serve, assist and assist in formulating lumber requirements and estimates.

An unsurpassed service to the home builder and contractor.

With visionary mind directed to

the industrial and home building development of the Province.

And in Lethbridge, the Becker Lumber Co. Ltd., operates one of the largest and most active lumber

and builders' supplies

on the Prairies.

With vision and ability have been

to obtain a fair and legitimate price for the enterprise, Mr. Becker, who heads this firm, has been successful in his efforts to meet the needs of the general public.

Because of the great volume of lumber and builders' supplies handled by this establishment, because of their competent business methods and the high quality of lumber and builders' supplies which they offer, the public has given for Lethbridge a commercial prestige as trading center.

Readers of this issue will find the firm's office open for business, esthetic and profitable, as the direction of this institution is in the hands of a man who is well known and which assures a constant progress and expansion not only of the firm, but of the public.

The products of Industrial

and Agricultural

are now being produced in

thick and

thin sections, each year through the trade channels provided over by the firm and many people profit by it.

The firm's products are distributed throughout the Province, which their trade extends throughout the Province, bringing new faces, new opportunities and a wide variety of goods.

This firm employs on salesmen, conducting its business on a brokerage basis, giving the public the best service, listing securities and industrial sizes, both wanted and traffic.

Andrew F. Zemlik

JEWELER AND DIAMOND MERCHANT

Licensed at 112 Third Ave. S., in Lethbridge, under the direction of Mr. T. A. Lister, under a metropolitan service and popular management of Mr. T. A. Lister, under a metropolitan service to the public.

Located at 112 Third Ave. S., in Lethbridge, is a prominent high grade of exceptional merit. Diamonds and diamonds and diamond specialists in the field.

Business in always in

the city's wholesale produce district have become highly developed for

farmers and processors.

That their organization is growing

is a fact.

Particular attention is given to

the watch and clock business.

Mr. Zemlik carries a fine stock

of jewelry and

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**Pearce News**

The Pearce School will close for the summer on Friday, June 29th. The pupils are now busy preparing for the coming vacation. The School Fair was held on Saturday and was a delightful holiday.

Mr. Joseph Bacus returned last Saturday to California after a pleasant stay in Pearce. Mr. Bacus will commence about August the 1st.

**Calgary Exhibition and Stampede****July 9 to 14, 1928**

To be opened by His Excellency the Governor-General

Mackenzie Display - High quality Live Stock  
Government Industrial and Agricultural Exhibit**SPECTACULAR STAMPEDE EVENTS**

H. M. ROYAL AIR FORCE BAND

Races  
Morning Street Display  
Novelties Room  
New Art GalleryClever Vaudeville  
Cowboy Hall  
Bull Riding Competition

Johnny J. Jones Shows

Opening With the Famous Stampede Parade  
Closing With a Mammoth Fireworks Display  
Second Largest Gathering in Canada

Sports Passenger Picnic

Engage hotel or private accommodation through D. E. Whitney,  
President Alberta Hotel Association, CalgaryA good time to visit Banff and Lake Louise, only three hours  
from Calgary, over hard surfaced roads.N. J. CHRISTIE GUY WEADICK E. L. RICHARDSON  
President Manager, The Stampede General Manager

"TRY A NIP TONIGHT"



The Original Label — look for it at the Vendor's and insist on  
**GRANT'S "BEST PROCURABLE"**

This advertisement is not published or displayed by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

**QUEEN'S SERVICE STATION**

NORTH STAR GASOLINE  
KEystone and WHITE STAR KEROSENE  
WILLIAM PENN LUBRICATING OILS AND  
GREASES  
TIRES, TUBES AND ACCESSORIES.

**GEO. SHEFFIELD --- PROP.****VISITORS To Alberta**

Remark on the Excellence of

**Horn Beer**

They appreciate a Good Quality Beverage the same as we do.

Buy It By  
The Case --- Local Agent ---Ask For It  
By Name**S. HEAP -- PHONE 69****BIG HORN BREWING CO. LTD.**

This advertisement is not published or displayed by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

**OBITUARY**

DEATH OF DENIS CYR

Denis Cyr, Farmer of the Macleod school district, Macleod, died suddenly Thursday evening, June 21st, at about 7 o'clock, natural death. He had been absent for in the earlier part of the evening, but Mr. Cyr was dead before his return.

The cause of death was acute indigestion. The deceased had complained of pain in the abdomen for days past, and Thursday evening felt worse. The doctor was then called in.

The funeral took place Saturday morning from the Holy Cross Church, Macleod, to the Roman Catholic cemetery. The Rev. Father Ross conducted the services at the church.

The service at the church was Choral High Mass. The Choral parts were sung by the choir of St. David's, Mrs. R. McDonald, with Mrs. L. D. Huntley at the organ. The church was filled with friends and relatives of friends who were present to honor the deceased and to show their sympathy.

The deceased, Denis Cyr, was born 46 years ago at St. David, Maine, U. S. A. He had farmed in the Macleod district in 1907 taking up land in the Mud Lake district, where he farmed till 1910. In 1910 he moved to the farm in the Allenfields district. In 1910 he married Theresa La France, who died in 1918, leaving 5 children, four girls and two boys, the eldest girl being 16 years old and the youngest a boy three years of age.

He is also survived by a brother living in St. David, Maine, and a sister in Pittsfield, Mass. There were many floral tributes sent by sympathizing friends and neighbors, among them nine Spiritual Bouquets. The pallbearers were: R. Lemire, J. Lemire, D. Lemire, L. Lemire, V. Killam, G. Coulard.

Olsen Creek News

The rains of the past week have made the roads almost impassable.

Mr. and Mrs. Fairchild spent the weekend at Lethbridge.

R. S. Lang of Calgary has been in the district purchasing Polo Ponies.

Tom McCall of Calgary has been in the district on Provincial duties.

**VACANCIES ON MACLEOD SCHOOL TEACHING STAFF FILLED**

The vacancies on the Macleod Public and High Schools teaching staff have been filled, and the school will meet after the summer vacation. The Principal and capable staff of teachers are: Mr. Ayling at Lissener, B. A., of Didsbury, has accepted the position as teacher in the combined schools as Mr. Lissener comes to Macleod well recommended. Mr. Ayling has taught at the Alberta University and has had considerable experience in High School teaching. Miss Harriet Stewart, former principal of Didsbury High School for the past 12 months, Miss Elsie Elton, has accepted the position of teacher of the High School staff, and is a teacher of marked ability and a good example to individuals. She received her B. A. degree from Toronto University, and has taught in the public and high school teaching. Miss Harriet Stewart, of Calgary, has accepted the position as teacher of the Macleod High School staff. She graduated from Alberta University with her B. A. degree, and has taught in the public and high school teaching. The grade VIII vacancy is being filled by C. M. Mair, of Lethbridge, who has accepted the position as the inspectorate, he having had wide experience in teaching in public schools. The teaching staff of the Macleod Public and High Schools for the fall term is as follows: Ayling, J. Lester (Primary), Misses Ethel B. Telford and Harriet Stewart (High School), Misses Velma Kirk, Gwendolyn Martin, and Mrs. E. L. Lemire (Elementary), Mr. E. L. Blomberg, Miss A. F. Grady and Mr. C. P. Mair (Public School).

Correct this sentence: "He memorizes much good poetry, said she, but he never impresses people by reciting it."

# EVERY CITIZEN OF THIS TOWN AND EVERY RESIDENT of THE DISTRICT

is interested in the  
**GROWTH AND DEVELOPMENT  
OF THIS COMMUNITY**

**Remember Then That:**

The business of a town is its very life-blood.

The stores and business houses are not alone for the merchants.

Prosperous merchants will make the community prosper. The more buyers there are in a town, the greater "turn over" the merchants will have, and thus the more they will be able to reduce prices and increase the quality of the goods they sell.

**Thus By Trading at Home**

with the home town merchants the people thus become the builders of their own community.

**No True Citizen**

will stunt the natural growth and expansion of his home town by fostering the mail order business of far away communities.

**Buy At Home**

not to help the merchants, but to help the home community and yourself.

